EDITOR & PUBLISHER

Semi-Annual Index

JANUARY - JUNE

1947

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Star-studded Montana copy lures tourists, 3-8:40
Horn, Charles W., Admen urged to give support to classified, 1-18:9
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Editor-reader panel for mutual aid urged, 2-1:52
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Four-page "add" keeps market data fresh, 3-29:50
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If editor's too busy, let us answer critics, 5-10:70
In Toronto they hitch circulation to a star, 5-3:44
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Media man writes own promotion ticket, 3-8:54
Media man's data book items are questioned, 3-22:46
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Third "Miss Spokane" is pleasant trademark, 5-31:30
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Janssen, John H., Blue pencil rebel founds N.Y. weekly, 5-10:54
Markup man in Morristown wins prizes for paper, readers for ads, 5-10:64
"Squirt guard" made from plastic, 3-8:64
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Classified ads build fabulous realty sales, 1-11:34
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Kenyon, Nellie, Daughter publishes what mother writes, 4-19:40
Klerr, Edward D., Police seizure clause curbs press in Italy, 5-31:46
Kline, Seymour S., Rome Daily American thrives in first year, 4-19:58
Krieghbaum, Hillier, Editorial viewpoints alike in N.Y. and S.F., 6-7:46
La Fleche, Duane, Old circulation stunts recalled by O'Conner, 5-3:46
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End of official permit hailed by French press, 3-15:20
Havas name revived for news-only agency, 5-10:44
Paris papers strive to keep publishing, 3-29:26
Paris press hits rough road of high costs, 2-15:26
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Lehmann, Walter, "No posting" system helps classified department, 2-15:34
Lister, Walter, How M.E. would like copy for woman's page, 3-8:32
Locke, LaFayette, New Jersey press campaign reduces traffic toll, 1-25:48
Lowrey, Thomas G., Ross, P. D., marks 60th year with Ottawa Journal, 1-18:60
Markstein, David, Tongue twisters in ads make readers thirsty, 1-18:32
Marple, Elliot, West Coast publishers finance mill ventures, 6-28:56
Matchan, Don C., Defines editorial page issue, 5-3:9
McAuley, Regis, Leader in Guild's No. 1 unit cites flaws that cause rift, 3-15:9
McGuire, R. R., 400 full-time students enrolled at enlarged Rochester Institute, 2-8:50
McMillan, George S., Industry talks to its people, 2-1:9
Miller, A. W., Boston News Bureau, R.I.P., 4-12:12
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Beat, Chandler trials for treason due soon, 3-15:54
Boston agency chief replies to Red ad, 4-12:10
Lawson lifts his hand and all Lynn chip in, 6-28:28
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Argentina's La Prensa fights for its life, 4-5:15
Peron's aots embroil press in bitter feud, 1-11:20
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Patterson, Robert P., Army steps in freeing press abroad related, 4-19:108
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Peron, Andre, Chief of French agency studies U.S. methods, 4-12:54
Plante, John T., Providence state staff blankets Rhode Island, 4-19:68

Plummer, Niel, Edison, the publisher, knew his promotion, 2-8:32
Rasco, David, Kennedy, Edward, tells Texans of army radio order, 6-28:69
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Reed, William:
ACEJ crystallizes school plan, 4-26:19
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Big boom predicted in press photography, 5-17:44
Censorship, propaganda on freedom parley agenda, 5-31:7
Direct photo-electric engraver ready for tests in newspaper plants, 6-14:62
Economic factors included on agenda of UN parley, 6-7:7
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Land, sea restricting, so Little takes the air, 6-28:50
Lensman gets $1,000 in "roughing up" suit, 4-19:104
Lensmen make more money than people, 3-15:46
Milwaukee lensmen fight Arctic weather, 2-22:52
New devices ease work in photo lab, street, 1-18:30
New U.S. cameras, German Rolleis here, 4-12:42
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Photo contest judges announced by E & P, 1-25:26
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Soviet photo bans eased late in parley, 5-10:58
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UN group on press freedom set to function in April, 2-15:10
UN group selected; Prof. Chafee for U.S., 3-29:15
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War photo bans still exist in Radford, Va., 6-21:48
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Anderson, Carl, at 82 keeps tabs on "Henry," 3-29:32
Model plant of 1893 still going strong, 1-4:49
Rognon, Ralph C., Better lubrication through chemistry, 2-8:49
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AAAA-ANA sets campaign for "public understanding," 4-19:20
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Agency support grows for billing standard, 4-5:16
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Lord and Taylor trace growth of a store, 3-22:12
Reynolds, Lamb listen as Macy tells Gimbel, 2-22:16
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Sappington, T. M., 1931 budget page found just as popular today, 5-10:72
Sellard, Dan H., Carriers help to solve city's parking problem, 3-15:30
Settel, Arthur, Postwar Berlin offers mecca for newsmen, 5-10:32
Sheridan, Martin, 25-copy papers are successful in movies, 3-22:54
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Fort Worth-Dallas feud has serious side, too, 4-19:48
Main chance of success lies in fitting paper to locale, 2-22:9
News is fashionable in Neiman-Marcus ads, 5-24:46
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Churchill's memoirs bring dollar a word, 5-17:8
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Syndicates define policy on ad tie-ins, 2-8:24
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Steinkraus, Herman W., For good human relations, 2-1:13
Stout, Charles H., Wrong font matrices identified by color system, 2-8:52
Stross, R. Marshall, Power firm blankets state with PR ads, 2-8:60
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Taylor, Don:
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Pacific Conference seeks to set workable time unit standards, 6-14:58
Tehan, John, Hartford stores are happy with Monday closing, 2-8:30
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Honeymooners' affairs held strictly private, 3-29:22
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"Young Bill" Conners joins father's crew, 5-3:18
Tripp, Frank, Movies join the press, 3-29:9
Turnbull, George, Interpretative reporting debated among 50 editors, 4-12:11
Vaughn, Miles W., Radical plan to control Japan press is failing, 6-14:22
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Advice from FMer: Add 25% to budget, 2-8:28
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Air news is different, Ted Church advises, 3-8:56
ANPA votes early start on mechanical research, 2-22:7
Anti-trust exemption urged for exclusivity, 4-26:12
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Big show being cut, co-op selling pushed, 3-15:48
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Miami facsimile test witnessed by 50,000, 4-5:48
Miami papers charge for program listings, 6-21:56
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To Milwaukee Journal: Thanks for the manual, 5-17:42
Ultrafax hint propels radio's freedom plea, 6-28:34
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White report lambasts advertisers' radio, 3-29:44
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Mee case diary found on yacht after "search," 5-3:10
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Ads can ring the bell as well as editorials, 2-1:20
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Clarvoe service ideal leads to Siam at Times, 4-12:38
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Dailies "undersold," says coast advertiser, 3-29:49
Hearst at 84 directs editorial fire on Reds, 4-19:38
Hearst empire began 60 years ago in S.F., 3-8:12
Hutchins report hit by California editors, 6-28:68
Kaiser's ad staff tugs at reins, raring to go, 4-5:22
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1946 30% cost rise highest rate in decade, 5-31:18
Panel helps to solve classified puzzlers, 5-24:34
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Werner, Donald, Big paper supply doesn't help Austrian press, 6-21:36
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Wilson, Georgia L., "Nothing" is promoted to global enterprise, 5-31:26
Wilson, William C., Report from Manila: Watch out for "pals," 4-12:24
Wollenhaupt, Arthur F., Poughkeepsie paper makes great strides, 1-25:38
Wyden, Peter, Assessor's ads soften taxpayer resistance, 4-19:44
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Correspondents ahead in "Battle of Manila," 1-18:20
Powell, John B., dies after speech, 3-8:70
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